



Position: Annual Giving Manager
Department: Advancement

Position Summary:

The Annual Giving Manager is responsible for the ongoing regular solicitation of alumni and friends for support of the College's mission. This position is responsible for the creation and implementation of creative annual giving campaigns for unique audiences within the College's constituency including but not limited to leadership annual gifts, faculty and staff giving, parent giving, recurring gifts, anniversary gifts, matching gifts, crowdfunding and consecutive year giving. Aside from annual campaigns, the Annual Giving Manager will oversee sponsorship opportunities for annual events and programs within the College.

Essential Functions:

- Plans and implements omnichannel creative annual giving strategies for the College- including direct mail, email, digital, etc.
- Executes special giving campaigns including Give Day and Back the Badgers and other key annual campaigns
- Analyzes key performance metrics for annual and special campaigns to provide reports to Advancement leadership
- Develops essential support materials required for annual campaigns, including but not limited to drafting of case statements, solicitation appeals and acknowledgement letters
- Collaborates with Marketing and Advancement team in the content design and timing of annual giving or event related collateral materials ensuring timeliness, accuracy and consistency of message
- Works to secure event sponsorships and ticket sales for annual and special events
- Manages outreach for a prospect qualification list of annual fund donors with capacity to give at higher levels. This effort will support the creation of a prospect pipeline for the major gift team.

Required Knowledge, Skills, Abilities:

- Knowledge of annual giving strategies and best practices, including direct mail, email fundraising, digital giving campaigns, crowdfunding, giving days, and donor retention programs.
- Understanding of donor lifecycle management, donor segmentation, stewardship, and pipeline development.
- Experience utilizing constituent relationship management (CRM) systems and fundraising databases to manage donor records, analyze data, and generate reports.
- Understanding of written and digital communication strategies used to engage alumni, parents, friends, faculty, staff, and other donor constituencies.
- Strong attention to detail and commitment to data accuracy.
- Excellent written communication skills, particularly for donor-centered fundraising appeals.

- Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education, thus enabling the employee to support and strengthen the Jesuit, Catholic mission of Spring Hill College.
- Proven ability to support and contribute to a culture of inclusion, equity, and respect for diverse backgrounds, perspectives, and traditions in alignment with SHC mission.

Qualification Standards:

Minimum Qualifications:

- Bachelor's degree from an accredited institution
- 3 years of experience in fundraising, advancement or related field

Preferred Qualifications:

- Proficiency with Blackbaud Raiser's Edge
- Experience working at a Jesuit, Catholic, or mission driven institution.

Spring Hill College is an Equal Opportunity Employer that values inclusion, respect, and the inherent dignity of every person, consistent with our Catholic, Jesuit mission.

The College reserves the right to modify, reassign, or eliminate job duties and responsibilities, or to combine positions, or portions thereof, at any time, with or without notice. This job description is not an employment agreement or contract.
